

New Hampshire
*Department of Agriculture,
Markets & Food*

Granite State Home and Garden
Immediate Release

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New Hampshire's Own Markets Granite State

Have you seen this logo?



This logo represents the statewide marketing efforts of the NH Dept. of Agriculture, Markets & Food. It is a logo that is available to any agricultural business in NH and it is administered by the non-profit membership organization, New Hampshire Stories Inc.

Launched in 1997, New Hampshire Stories, Inc., promotes the quality, variety, and availability of New Hampshire-made products and services. By utilizing the power of a recognizable New Hampshire brand identity program, the "New Hampshire's Own, A Product of Yankee Pride" campaign implements multi-faceted sales and marketing programs that enable businesses to share collectively in the cost of marketing and selling what they do and what they make. The result is that member businesses are able to reach beyond their local communities and expand their visibility within new and existing markets worldwide.

The NH Dept. of Agriculture, Markets & Food, a founding member of the organization, uses the "New Hampshire's Own, A Product of Yankee Pride" theme to market the New Hampshire agricultural industry and its products and encourages Granite State agricultural businesses to join and participate in this campaign to market their businesses.

The New Hampshire's Own campaign is not exclusive to agricultural products and businesses. The program is open to any New Hampshire company. In fact, a unique aspect of this program is that there are actually six logo options to choose from. All have the same phrase, "New Hampshire's Own, A Product of Yankee Pride" and all have the same oval shape. What changes is the center picture, allowing the business to select a picture that most closely represents their own activities.

The “New Hampshire’s Own, A Product of Yankee Pride” logo system is a trademarked collection of logos that incorporate different images to represent different product and service categories as follows:



Agriculture



Decorative Accents



Handcrafts



Specialty Foods



Service



Master

Other member services offered by NH Stories, Inc include: the e-commerce web site nhmade.com; two retail stores at the I-95 northbound and southbound rest areas in Hampton, which sell New Hampshire Stories members’ products exclusively (you can visit the store web site at www.thenhstore.com); membership directory; consumer guide; and on-going business support; (weekly e-newsletter sent to all members provides timely information on business workshops, seminars, promotional events, cooperative advertising, marketing, and buying opportunities, legal information, government lobby information pertaining to small businesses, international trade information, and more. In addition, the organization works closely with members of the media by supplying business story ideas that provide free promotional exposure for our members).

In today’s competitive marketplace, consumers are looking for “added value” in their purchases. New Hampshire Stories has created that added value by promoting the “stories” of New Hampshire’s people, products and services. When you see the “New Hampshire’s Own” logo, the product or service you are buying has been created with Yankee pride and ingenuity by people who live and work in New Hampshire.

For more information about the NH Stories, Inc. program or the NH Dept. of Agriculture, Markets & Food marketing efforts, contact the Division of Agricultural Development at PO Box 2042, Concord, NH 03302-2042, tel. 271-3788, fax 271-1109, email gmcwilliam@agr.state.nh.us.

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